

## CLAIMS

What is claimed as being new and desired to be protected by  
LETTERS PATENT of the United States is as follows:

1. A new and improved tape measure system adapted to be cut on site for a particular construction application with both continuing and repeating indicia and a strengthening component along the length thereof comprising, in combination:

a tape of a disposable material with limited extensibility selected from the class of disposable materials with limited extensibility including paper, cloth, and plastic, such as Mylar, polyvinyl chloride (PVC), and polyethylene (PE), the tape having a short leading edge and a parallel short trailing edge and having long parallel side edges there between, the tape having an extended length of about 200 feet and a width of about 3 inches, the tape adapted to be spooled upon itself when in a stored orientation and extended linearly by the pulling of the leading edge when in an operative orientation, the tape having a front face and a rear face with a thickness of about 1 mil;

indicia formed on the front face and including continuing indicia along the entire length thereof midway of the side edges formed of heavy marking lines and foot numerals indicative of measured feet every 12 inches and light marking lines indicative of measured inches each inch between the heavy marking lines, the indicia also including repeating indicia along each side edge laterally spaced from the continuing indicia with the repeating indicia along one edge being spaced at different distances from the repeating indicia along the opposite edge; and

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a strengthening component formed of a continuous thread with a diameter of about 1 mil, the thread being fabricated of an essentially inextensible material of the class of essentially inextensible materials including cotton and a monofilament nylon, the thread being secured to the front face of the tape along the entire extent thereof whereby the leading edge may be attached to an area being measured and extended in linear fashion to a second location where it is attached again with the secured portion being then cut from the remainder of the tape in the spool.

2. A tape measure system comprising:

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a tape of a disposable material with limited extensibility, the tape having a short leading edge and a parallel short trailing edge and having long parallel side edges there between, the tape having a front face and a rear face;

indicia formed on the front face and including continuing indicia along the entire length thereof and repeating indicia along at least one side edge laterally space from the continuing indicia; and

a strengthening component formed continuously along the length of the tape and fabricated of an essentially inextensible material.

3. The system as set forth in Claim 2 wherein the repeating indicia are spaced 9 inches along one edge and 10 inches along the other edge.

4. The system as set forth in Claim 2 wherein the repeating indicia are spaced at 5 inches along one edge and 5-5/8 inches along the other edge.

5. The system as set forth in Claim 2 wherein the indicia is on both faces of the tape.

6. The system as set forth in Claim 2 wherein the strengthening component is a thread formed into one face of the tape.

7. The system as set forth in Claim 2 wherein the strengthening component is a thread with a tape securing the thread to one surface of the tape.

8. The system as set forth in Claim 2 wherein the thread is formed interiorly of the tape.

9. The system as set forth in Claim 2 wherein the strengthening component is a thickened region formed in the faces of the tape.

10. The system as set forth in Claim 2 wherein the strengthening component is a single component extending longitudinally along the center of the tape parallel with the side edges.

11. The system as set forth in Claim 2 wherein the strengthening component is a pair of components located in parallel relationship along the side edges of the tape.

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